

## ABSTRACT OF THE DISCLOSURE

An image taking apparatus, which can reduce the power consumption of the total system of the image taking apparatus without deteriorating image quality when an image is displayed on a liquid crystal display (LCD), is provided. In the image taking apparatus, the quantization bit number at an analog to digital (A/D) converter and the signal processing bit number at a digital signal processor (DSP) are variable. With this, at an LCD displaying mode that video signals are displayed on the LCD, the quantization bit number at the A/D converter is reduced and also the signal processing bit number at the DSP is reduced to the same bit number at the A/D converter. With this operation, at the LCD displaying mode, the power consumption at the A/D converter and the DSP is reduced, therefore the power consumption of the total system of the image taking apparatus is largely reduced.

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